

# 3 MUST HAVES FOR MARKETING A STARTUP BUSINESS

By *Monica Poe, MVA-GVA*

Marketing is a necessary process for any business. Not only do you want to use the most effective forms of marketing to create some buzz about what your business has to offer, you also want to make a good impression to your potential clients. This holds true for startup businesses as well, even with a limited marketing budget.

**Here are three must haves** for marketing a startup business.

## 1. Having a professional website that displays your products or services and educates your clients.

As a startup business you must have a **professional website created** for your company. The website needs to be user friendly and reflect the products and services you are promoting. It also needs to be **mobile (responsive) friendly and SEO Optimized** for search engines like Google. **Mobile search** is on the rise with many searching for products and services with on the go devices such as tablets and mobile phones.

A **professional website** is like having a **24 hour store**. It's working for you, even when you are not open for business. Clients can visit any time of the day and educate themselves when it is convenient for them and buy when they are ready.

## 2. Professionally printed marketing materials. (i.e. business cards, brochures, flyers etc.)

Having **professionally printed marketing materials** is an important piece to marketing your startup business. **You want to create a credible and professional image of your company** starting out. Too often I see startups with mix 'n match marketing materials that do not look professional and do not provide a credible image to their potential clients. A **visually credible image** may

open a door to a potential client who may be skeptical of working with a startup business. Also, you want to make sure you have all of your contact information listed such as your business address, telephone number, email address, and website address so potential clients are able to contact you easily if they have questions.

## 3. A network of people. (aka: Your Cheerleaders)

Every business needs some **cheerleaders**. You need a **network of people** who will help you get the word out about your new business. Your cheerleaders may consist of **spouses, relatives, friends, old co-workers, neighbors** and the like.

Make sure you explain to your network what you do and what type of clients you are looking for in detail, so they can help you spread the word. Also give them some of your marketing materials to hand out when they come across people who may need what you have to offer.



So there you have it. 3 must haves to help you **market your startup business** and put you in front of your potential clients and on the map which is where you want to be.

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